



Elizabeth Athletic Department

Demand Excellence

Strategic Plan

2019

Objective 1: Hire/Retain and Develop High Quality Coaches

Strategy 1.1: Implement coaching improvement plans

- Tactic 1.1.1: Providing professional development for all coaches
 - Coaches Clinics
 - Practice Observations
 - Glazier Memberships
- Tactic 1.1.2: Coaches evaluations and goal setting
 - Pre-season coaches meeting with AD
 - Establish Goals
 - Establish Evaluation Process
 - Practice walk throughs
 - In-Game Evaluations
 - Asking athletes why
 - Postseason Evaluation Meetings

Objective 2: Develop a positive sense of pride in Cardinal Athletics

Strategy 2.1: Create leaders among our student athletes

- Tactic 2.2.1: Coaches identify underclassmen as potential leaders
 - List to the AD
- Tactic 2.2.2: Identified leaders meet with AD regularly
 - Leadership guest speakers
 - Leadership curriculum developed
- Tactic 2.2.3: College athlete meetings
 - Past athletes meet with current signed seniors
 - Coaches and AD meet with current signed seniors
 - College informational nights for parents and athletes

Strategy 2.3: Develop accountability, ownership, and discipline expectations

- Tactic 2.3.1: Consistency among head coaches in following the Athletic Handbook (changes below).
 - Lettering Policy - An athlete must compete in 30% of the competitions available for that varsity sport, or participate in post season play in order to receive a letter. Exceptions can be requested through the athletic director.

(stricter policies must be approved by the AD for the 2019-2020 school year)

- Attendance Policy - All athletes are expected to attend all practices and games (excused absences may be allowed).
- Offseason Programs must be developed.
- List of student athletes to the Principal and/or the AD of that need to be in a strength and conditioning class.
- Tactic 2.3.2: Positive culture development
 - Coaches meeting to discuss current situation
 - AD meets with student athletes to receive input (leadership meetings)
 - Demanding teaching from all coaches
 - Are we teaching?
 - Are our student athletes improving?
 - Do our student athletes understand how to play the game?
 - If not, are they improving their IQ, through explanation from coaches?
 - If so, are we challenging them, forcing them to answer the why?
 - Coaches follow-up meetings
 - Establish Strategic Plan and Goals
 - Continue the conversation through evaluation of goals through development, implementation and evaluation

Objective 3: Revamp Weight Program

Strategy 3.1: Implement an electronic tracking system for student-athletes

- Tactic 3.1.1: Purchase an electronic system that communicates with student devices to help track progress and workouts.
 - Purchase a couple devices for students without their own devices
 - Purchase television/projector to display student progress in weight room
- Tactic 3.1.2: Develop strength and conditioning department
 - Coaches communicate with Taff, Howell, Katzoff, and Buzz
- Tactic 3.1.3: Develop nutritional information for student athletes
 - Nutrition presentations
 - Gatorade possibilities

Goals

Goal 1: Develop competitive programs across the entire athletic department

(It is not good enough to just be the best in Elizabeth, we will strive to be the best!)

Benchmark 1 - The Elizabeth High School Athletic Department will win 50% of their contests in the 2019-2020 school year (Football, Boys and Girls Soccer, Volleyball, Softball, Boys and Girls Basketball, Baseball). For individual team sports, the Elizabeth High School Athletic Department will place in the top 50% of teams at each competition in the 2019-2020 school year (Gymnastics, Boys and Girls Golf, Cross Country, Wrestling, Track and Field).

Benchmark 2 - The Elizabeth High School Athletic Department will win 60% of their contests in the 2020-2021 school year (Football, Boys and Girls Soccer, Volleyball, Softball, Boys and Girls Basketball, Baseball). For individual team sports, the Elizabeth High School Athletic Department will place in the top 60% of teams at each competition in the 2020-2021 school year (Gymnastics, Boys and Girls Golf, Cross Country, Wrestling, Track and Field).

Benchmark 3 - The Elizabeth High School Athletic Department will win 75% of their contests in the 2021-2022 school year (Football, Boys and Girls Soccer, Volleyball, Softball, Boys and Girls Basketball, Baseball). For team sports without a record, the Elizabeth High School Athletic Department will place in the top 75% of teams at each competition in the 2021-2022 school year (Gymnastics, Boys and Girls Golf, Cross Country, Wrestling, Spirit, Track and Field).

Goal 2: Develop playoff competition as an expectation

Benchmark 1 - The Elizabeth High School Athletic Department in the 2019-2020 school year will have 50% of the teams qualify for postseason play.

Benchmark 2 - The Elizabeth High School Athletic Department in the 2020-2021 school year will have 60% of the teams qualify for postseason play.

Benchmark 3 - The Elizabeth High School Athletic Department in the 2021-2022 school year will have 75% of the teams qualify for postseason play.